



## MUNDY'S AUTO ROAD GUIDE TO ALBERTA

WITH LARGE FOLDING MAP OF THE  
PEACE RIVER COUNTRY

MAP OF WESTERN CANADA & NORTHWEST STATES

PRICE 50¢

COMPILED AND FOR SALE BY  
MUNDY MAP CO.  
10158 JASPER AVE., EDMONTON

PRICE 50¢

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25 YEARS IN ALBERTA

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# Contents

	Page
Alberta—A Land of Opportunity .....	6, 12, 13
Calgary District .....	19
Edmonton, the Capital City .....	5
Edmonton District Summer Resorts .....	11
For the Motorist .....	7
Industries .....	14
Irrigation Farming .....	18
Land Settlement .....	14
Peace River District .....	23
The E.P. Ranch .....	18
Resources .....	14
Scenery for the Tourist .....	20
Winnings at World's Fair .....	21

## Reference to Maps 1, 2, 3, 4 and 5

Gravelled Roads	=====
Main Roads	=====
Secondary Roads	=====
Good Roads only under the best of weather conditions	-----
Railways	-----
Cities	●
Towns (Population 1,000 & over)	●
Towns (Under 1,000)	○
Small Towns (With some accommodation)	⊙
Places where Gas & Food can be obtained	⊙
On the railway	⊙
Off the railway	●

Bridge -----  
Ferry -----

MILEAGE SHOWN IN CIRCLES  
From Calgary  
on Maps 1, 4, 5.  
From Edmonton  
on Maps 2 & 3.

Township Plan with Section Numbers Page 21

# Maps

	Page
Calgary South and Banff-Windermere District .....	3
Calgary-Edmonton Trail .....	5
Edmonton District South East .....	9
Outline Map, City of Edmonton .....	11
Calgary District, East .....	17
Outline Map, City of Calgary .....	19
Lethbridge District, Southern Alberta .....	21
Trans-Canada Highway through Manitoba and Saskatchewan .....	22



Large Folding Maps  
of the  
Peace River  
and  
Edmonton District  
also  
Western Canada  
and  
North West States

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Fine English China

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Diamonds Enter Canada  
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Peace River, Berwyn, Wembley, Beaver Lodge,  
(also at Pouce Coupe and Rolla, B.C.)

### NORTHERN ALBERTA—

Bawlf, Cadogan, Edmonton (3), Hardisty, Hairy  
Hill, Innisfree, Kitscoty, Loughheed, Monitor,  
Ponoka, Provost, St. Paul de Metis, Stony Plain,  
Vegreville, Vermilion, Wetaakiwin.

### CENTRAL ALBERTA—

Bassano, Calgary (4), Crossfield, Delia, Drumheller,  
Empress, Endiang, Gleichen, Hanna, Innisfail,  
Nordegg, Olds, Red Deer, Rockyford, Rosebud,  
Youngstown.

### SOUTHERN ALBERTA—

Brant, Carmangay, Cayley, Champion, Claresholm,  
Granum, High River, Lethbridge, Macleod,  
Medicine Hat, Nanton, Pincher Creek, Stavely,  
Taber, Vulcan, Warner.

*A General Banking Business Transacted.*

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With over 285 miles of main  
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NATURAL GAS costs 38c per  
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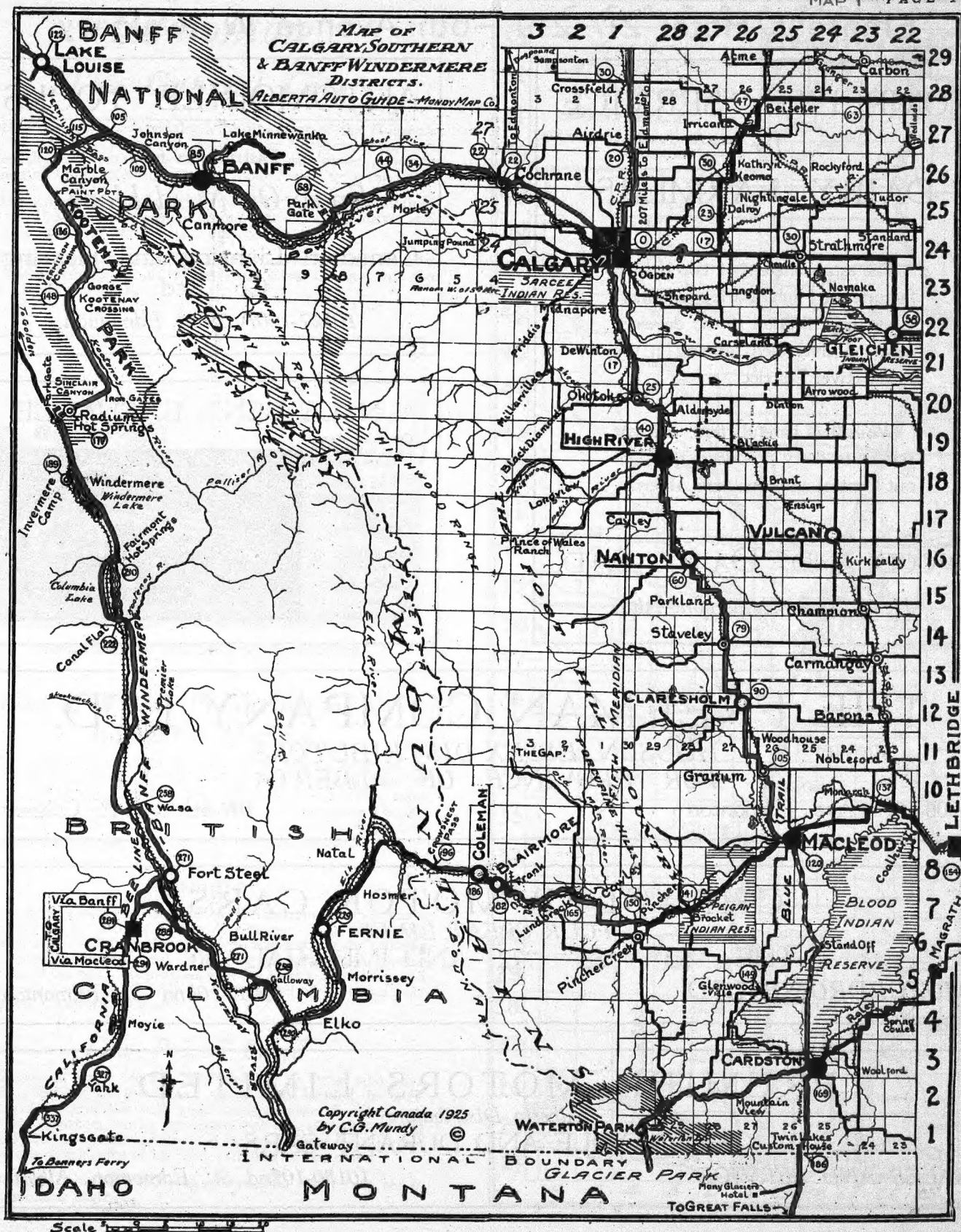
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Saskatoon

Regina





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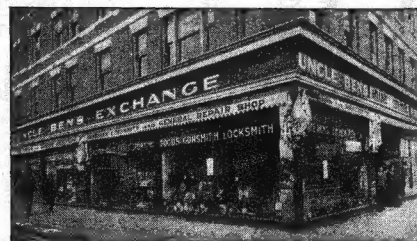
*10127-100A Street, Edmonton*

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FOUR GREAT LINES

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# Edmonton

## The Capital City

of the Province was originally a trading post of the Hudson's Bay Co. It is situated on the banks of the North Saskatchewan River, the main part being 200 feet above the water, giving to Edmonton the most picturesque location of any city in the West.

It has a population of over 67,000. The Parliament Buildings and the University are located on opposite sides of the river and are noted for their architectural beauty.

Edmonton is the centre of a great mixed farming country and the distributing point for the Peace River Country and the vast MacKenzie basin.



FARM HOME IN THE EDMONTON DISTRICT

### Cost of Wheat Production in the Edmonton District

The cost of production of a bushel of wheat, as found by the Tariff Commission of the United States, ranged from 85 cents to \$2.18 per bushel in the United States, and the same Commission found that it only costs 53 cents to produce a bushel of wheat in the district immediately north of Edmonton, which was the lowest of any place in the United States or Canada.

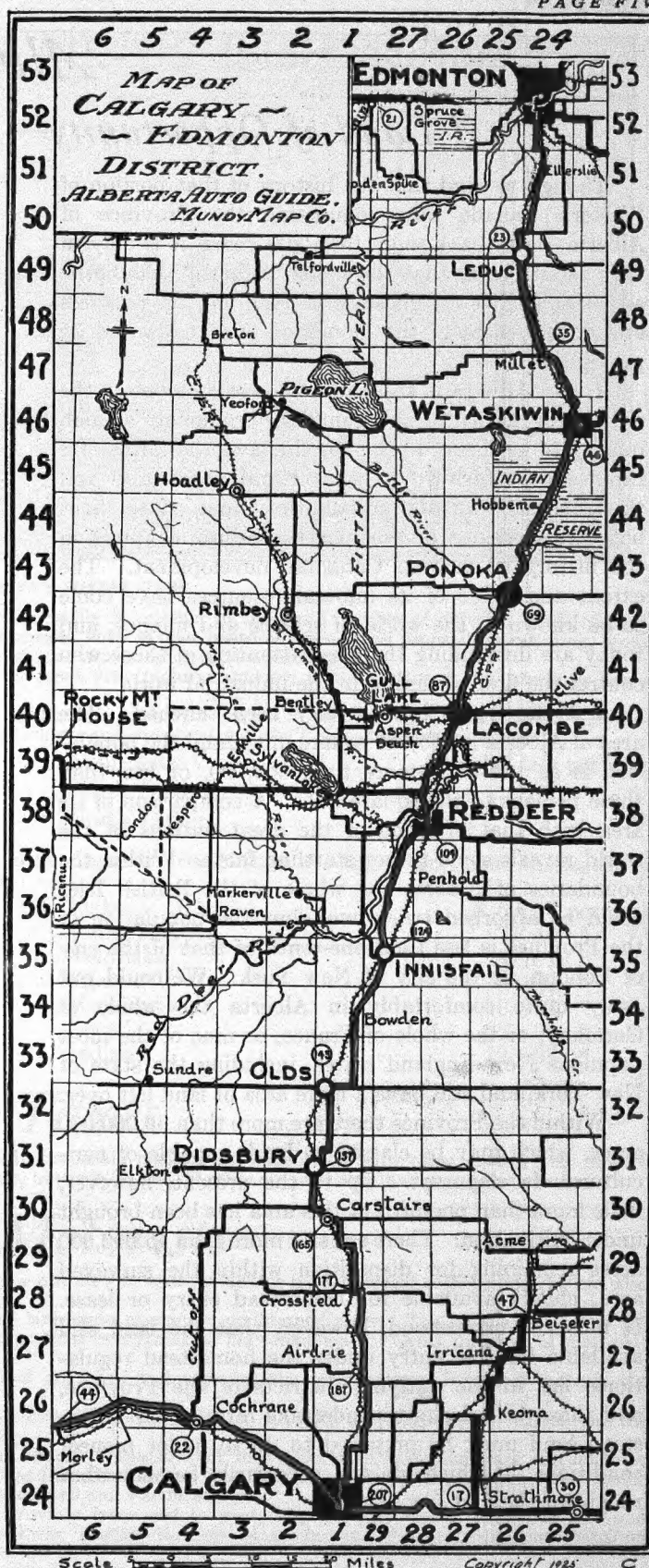
### Climate

The geographical position of the Edmonton District has a great deal to do with its favorable climate. It is far enough north to have long days of sunshine and warmth in the growing season, and sufficient frost in winter to retain the reserve moisture in the soil. Its proximity to the Rocky Mountains and the Pacific Ocean protects it from extremes of heat and cold and gives it a shorter winter.

### Low Priced Land

Homestead lands are not recommended to those who have sufficient capital to purchase. Good land located in well-developed communities with good transportation facilities and established markets, can be purchased with a small cash payment and easy terms on the balance. It is not unusual for a farmer to pay the entire price of his land with one or two crops.

Mixed farming and dairying are making rapid progress in the Edmonton District.



# Alberta

## *A Land of Opportunity—A History of Achievement*

Though we find that the history of that portion of Western Canada now comprising the Province of Alberta, dates back more than 200 years, it is only in very recent years that the name "Alberta" has borne any significance to those who read of the progress and development of the Dominion of Canada and its provinces.

Today Alberta is known to the world as one of the richest of agricultural countries, producing a high quality of grains and other products of the farm. Its rapid strides forward in agricultural production and the revelation of its possibilities along these lines has furnished one of the most absorbing chapters in the history of modern Canadian development. The extent and value of its mineral resources have come to be known to the world of science and finance, and today are demanding the close attention of those who control the flow of capital in the industrial world.

But the fringe has scarcely been touched. The area of Alberta is 255,000 square miles, and the population is as yet little more than 600,000, or less than three persons to the square mile. A comparison of its area with that of some of the great nations of the world reveals some rather startling facts. Within the boundaries of Alberta the whole of the British Isles could be absorbed twice over, but the population of the Province is less than one-tenth of that of the city of London, or the city of New York. We could put away quite comfortably in Alberta the whole of Germany, or the whole of France, or nine of the most populous New England states, including the state of New York, and still have a large area of land left over.

Within the Province there are more than 60,000,000 acres, which may be classed as lands capable of agricultural development. Up to the present, however, little more than one-fifth of this area has been brought under cultivation. There are still more than 15,000,000 acres remaining for disposition within the surveyed area, chiefly available for homestead entry or lease. It must be understood, however, that the land still available for free entry under the homestead regulations, lies in the outlying districts of the Province, and those who desire to undertake farming on homestead land must be prepared to do so under pioneer conditions, in which life will necessarily be somewhat rough for the first few years.



NEW HOME OF NORWEGIAN SETTLER  
HIS FIRST HOME CAN BE SEEN ON THE LEFT

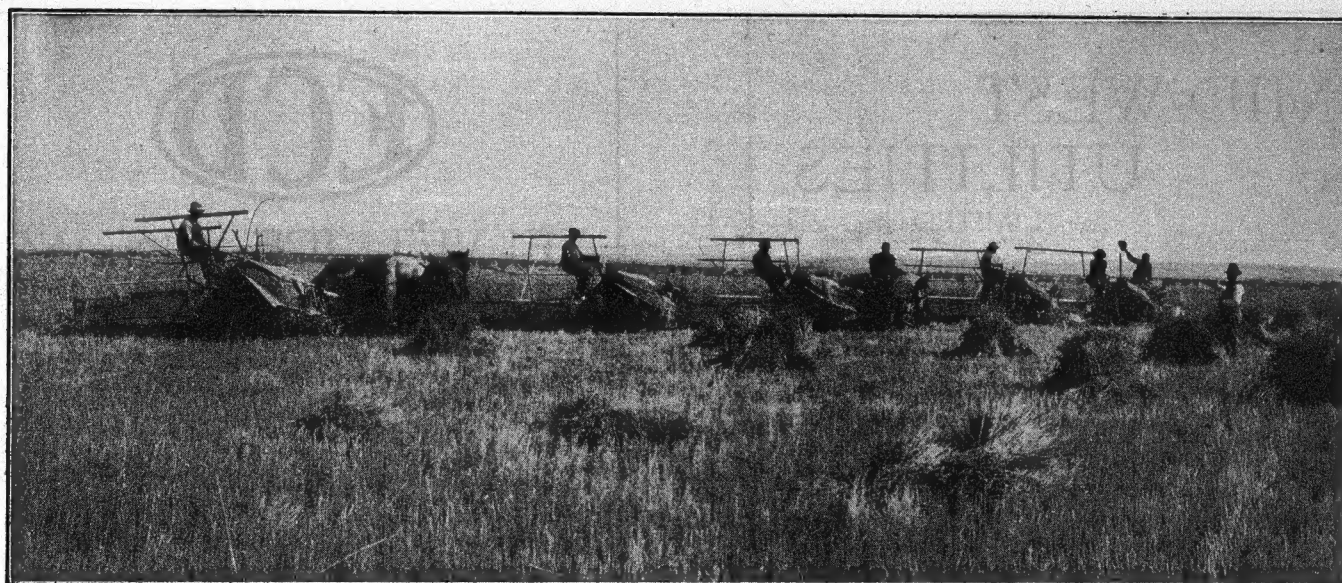
## *The Climate*

The climate of Alberta is one of its chief attractions. Clear, bracing atmosphere, with a great deal of sunshine, both in winter and summer, has given rise to the popular expression "Sunny Alberta." The summers are very warm, with the nights cool and refreshing. The rainfall is not heavy, and is concentrated in the period from May to August, which is the growing season. The autumn is often described as Alberta's most delightful season, with the air comfortably clear and crisp. The winters are rendered more mild than some of the other provinces of Canada, by the effect of the beneficent Chinook winds, warm breezes wafted across the Rocky Mountains from the Pacific, which bring a period of spring-like weather into the depth of winter, so that the periods of severe cold are not prolonged. There is no dampness in the air during the cold spells and the atmosphere produces a feeling of vigor. The snowfall is generally light, and traffic is on wheels throughout many of the winters, particularly in the southern part of the Province, where the effects of the Chinook are felt to a greater extent than in the more central and northern parts.

In the summer the twilight is long, lasting until after ten o'clock, with the dawn breaking about three in the morning.

Usually the season's work begins in April and seeding of the crop is commenced in May. Harvesting commences the latter part of August and all operations are carried on in the open throughout the autumn and early winter.





HARVESTING ALBERTA'S WHEAT CROP

The land resources of Alberta are a revelation to the newcomer, especially in relation to the great number of different kinds of work that may be undertaken throughout the whole scale of farm land enterprises, such as open pastoral work, small proprietary ranching, broad grain farming, mixed farming, special dairy farming, special pure-bred stock-raising and irrigation farming.

In the development of grain production, Alberta has come to the front very rapidly, not only in the matter of the extremely heavy yields obtained but also for the high quality of grain produced.

Over a period of twenty years, Alberta has been able to keep in the front rank with respect to high average yields of grain. In that period Alberta's average yield of spring wheat, compared with other provinces and some states of the Union, has been as follows:

Alberta.....	18.4 bushels per acre	Minnesota.....	13.4 bushels per acre
Saskatchewan.....	16.9 " " "	South Dakota.....	11.4 " " "
Manitoba.....	16.7 " " "	North Dakota.....	10.9 " " "
Kansas.....	13.5 " " "		

Alberta also compares favorably with the states of the Union in the matter of average value of occupied farm lands, having one of the lowest averages on the continent. A recent valuation is as follows:

Alberta.....	\$28.00 per acre	Idaho.....	\$ 69.43 per acre
Montana.....	22.15 " "	South Dakota.....	71.40 " "
Nevada.....	28.11 " "	Nebraska.....	87.91 " "
Colorado.....	35.40 " "	Missouri.....	88.00 " "
Utah.....	48.26 " "	Minnesota.....	109.23 " "
North Dakota.....	41.10 " "	Iowa.....	227.09 " "
Kansas.....	62.30 " "	Indiana.....	125.98 " "

## Land Taxes

In the matter of taxes on farm lands, Alberta is in a particularly favorable position in comparison with other places. In Alberta the average tax on farm lands for municipal, school and state purposes is between 20 and 30 cents an acre, and in many cases is lower.

## For the Motorists

Thousands of motor tourists annually visit Alberta. They come not only to visit its famous mountain and summer resorts, but also to see for themselves the country which produces world champion crops.

The majority of the mountain resorts are accessible by car, and large auto camps are maintained there. The cities and most of the larger towns also maintain well-equipped auto camps, so that the tourist finds everything to his convenience. Great numbers of motorists from the United States find annual recreation in Alberta's resorts.

The Alberta Government has had under construction a system of gravelled highways for the main arteries into and through the Province.

The Sunshine Trail leads up from Great Falls, Montana to Lethbridge, thence north to Calgary and through to Edmonton, the capital city.

The Blue Trail brings the tourist up from Yellowstone Park via Glacier National Park into Alberta to Waterton Park and north to Calgary. From Calgary the Blue Trail leads over the crest of the Canadian Rockies via Banff and the Banff-Windermere Trail which connects in British Columbia with the highways that lead up from the western and Pacific states.

The Trans-Canada Highway or Red Line Route traverses the Province from east to west, entering just east of Medicine Hat and leading through to the Crow's Nest Pass. For that portion of this highway leading through Manitoba and Saskatchewan see maps on page 22.

## MID-WEST UTILITIES LIMITED

**T**HIS Company is solving the problem of conveying cheap electrical power to districts in Alberta and Saskatchewan. The Mid-West Utilities, Limited, realize that there is nothing which will assist the rapid development of a community so much as cheap electric light and power.

**T**HE policy of this Company is somewhat different from the policy of most public utility companies. They do not advocate any particular scheme or generation of electrical energy, but realizing that every district is a law unto itself and that conditions are dissimilar, so shapes its policies that they can with the minimum amount of trouble adopt the system best suited to each community's requirements.

**T**HE Mid-West Utilities, Limited, is a subsidiary of the International Utilities Corporation and operates plants in the towns of Grande Prairie, Vegreville, Mundare and Raymond in Alberta, and in Lloydminster, Kindersley, Watrous, Rosetown, Indian Head, Grenfell, Wolsley and Moosomin in Saskatchewan.

**T**HE International Utilities Corporation also controls the Union Power Co., Ltd., serving Drumheller, Hanna and seven or eight neighboring towns besides the mines in this great coal mining district of Alberta. It also controls the Nanaimo Electric Light, Power and Heating Company, Ltd., which serves the city of Nanaimo, B.C., and the Duncan Utilities, Limited, which serves the town of Duncan and the surrounding district.

**Mid-West Utilities Ltd.**  
CALGARY, ALBERTA



## VELVET ICE CREAM

*noted for its excellence of flavor and  
dependable quality*

Bricks - Bulk - Dixies - Frost Bites

Made in the finest  
Dairy and Ice Cream Plant in Canada

*Serve it and you please all*

WE SHIP TO ALL POINTS

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*A.C. Spark Plugs and Oil Filters*

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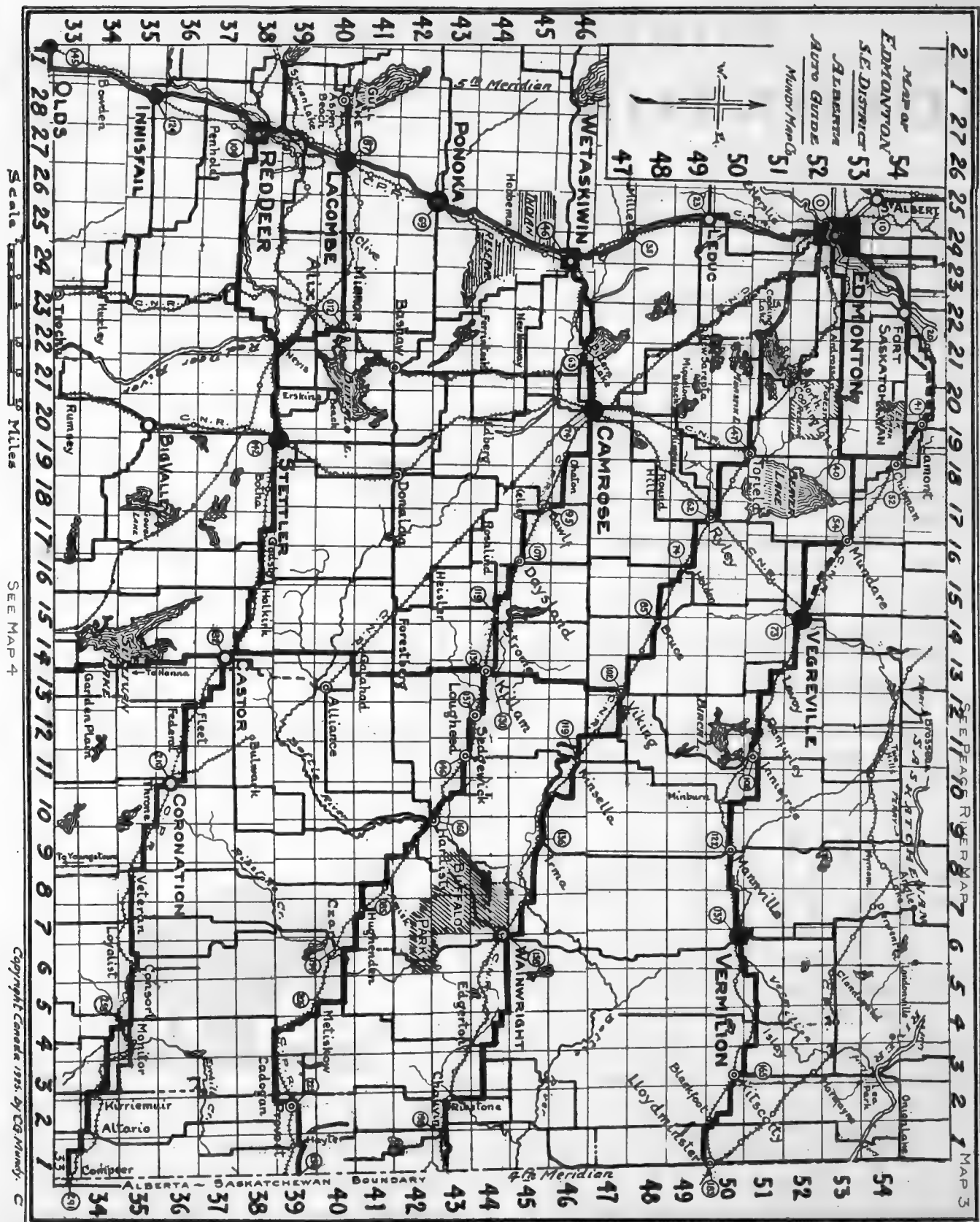
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**T. H. PEACOCK**

CALGARY - EDMONTON  
LETHBRIDGE



# Ask For E.C.D. Velvet Ice Cream



## Ask For E.C.D. Velvet Ice Cream

# EDMONTON

"A CAPITAL CITY WITH  
CAPITAL OPPORTUNITIES."

### STRATEGIC

Wholesale, Industrial, Railway and Distributing Centre  
with two Transcontinental Railways. Annual Railway  
Payroll \$4,800,000.  
National Railway Shops for Western Canada.  
Seat of Provincial University.  
Fine Public and High School Educational System.  
Finest Agricultural, Live Stock and Dairy District.  
Important Packing Plants.  
Mixed Farming opportunities unrivalled.

### PROGRESSIVE

Dominion Grain Terminal Elevator storage capacity  
2,500,000 bushels.  
Edmonton has largest output of Butter in Canada.  
Large Stockyards; Annual Turnover \$7,000,000.  
Unlimited supply of coal.  
Natural Gas for heating and cooking.  
Shipping point for great northern Fur Trade.  
Excellent Golf Links.  
City Owned and Operated Public Utilities.

Industrial Sites on Favorable Terms

### MUNICIPAL STATISTICS 1927

Bank Clearings .....	\$286,632,846
Building Permits .....	\$ 2,568,565
Net Civic Funded Debt .....	\$ 15,447,143
Street Railway Passengers .....	12,901,483
Civic Population .....	67,083

D. MITCHELL, *Commissioner.*

Net Assessment .....	\$59,183,865
Gross Earnings Civic Utilities .....	\$ 3,564,106
Net Surplus .....	\$ 419,838
Tax Rate .....	46 Mills

A. U. G. BURY, *Mayor.*

## Edmonton Paint & Glass Co., Ltd.

EDMONTON

Phone 9311

ALTA.

*If it's Glass we can fill your order.*

*A Complete Line Building Supplies, etc.*

Rates  
1.00 up

## CECIL HOTEL

Phone  
1131

Corner Jasper Ave. and 104th St.

J. A. BEAUCHAMP, Manager and Proprietor

Right in the Centre of the City,  
Convenient for Business and  
Wholesale Districts, Theatres,  
Government Buildings  
and Railway  
Depots

Trudel Fur Manufacturing  
LIMITED



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Cold Storage for Furs Phone 2213  
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CHEVROLET AND OAKLAND DEALERS

Main Branch 10228-98th Street

Service 1961

Main Office 1965

PHONES

New Car Sales 1941

Used Car Sales 10216-102nd Street

Used Car Sales 1971

# DOMINION MOTORS LIMITED

Edmonton Ford Dealers

102nd STREET South of Jasper Avenue

## Summer Resorts

Edmonton is ideally situated for lake resorts. There are splendid camping and picnic grounds, boats for hire and accommodation for visitors. The most popular are:

Miles from  
Edmonton

South Cooking Lake...	20
North Cooking Lake...	30
Alberta Beach.....	48
Seba Beach.....	60
Wabamun.....	45
Edmonton Beach.....	28
Gull Lake.....	98
Sylvan Lake.....	115
Lac La Biche.....	170
Cold Lake.....	220

and Jasper Park in the Rockies, the most magnificent and largest playground in Canada.



## Auto Camp

The Auto Camp at Edmonton is on the south side of the City, right on the Calgary-Edmonton trail, situated in the finest athletic grounds in Western Canada. It is fully equipped with hot and cold water, light, fuel, cooking facilities, shower baths, toilet and laundry tubs. The parking grounds, in addition, are fitted with tables, roofed over and set amongst beautiful shady trees. There are swings for the children, and an efficient caretaker is always on hand to welcome visitors.

## Three Swimming Pools

While in Edmonton, visit the Swimming Pools, owned and operated by the City of Edmonton. The water is purified and warmed before entering the pools, and is kept in constant circulation. The dressing rooms are heated by natural gas. Everything possible is done for the comfort and enjoyment of patrons.

## Tire Repairs

## Gasoline and Oil

## Accessories

Whether your need is for a minor attention or a serious repair, you'll get the sort of service you're entitled to from

# LOVESETH SERVICE STATION

Jasper Avenue at 106th Street

See the Red Arrow on the Map



# ALBERTA'S



## *Mountains, Parks, Lakes, Rivers and Highways Beckon the Tourist*

IN THE PROVINCE OF ALBERTA THERE IS FOUND IN A VERY UNIQUE RESPECT "THE CALL OF THE UNTRODDEN WAYS". SITUATED IN CLOSE PROXIMITY TO THE ROCKIES, ALBERTA POSSESSES UNUSUAL ATTRACTIONS FOR THE TOURIST. FROM WIDE OPEN PRAIRIE TO SLOPING CLIFFS OF GIGANTIC MOUNTAINS, THERE IS AN ABUNDANT FIELD FOR TRAVEL AND EXPLORATION.

### *Banff*

Banff National Park is 80 miles west of Calgary on the main line of the Canadian Pacific Railway. The accommodation for tourists is excellent, with comfortable hotels and attractive camping grounds. There are also hot springs of high restorative value. Banff offers unrivalled opportunities for mountain climbing, sight-seeing, fishing and touring.

### *Lake Louise*

Lake Louise, known as the "Lake in the Clouds" has always been a great favorite with tourists. Situated near Banff, it offers wonderful facilities for tourist pleasure. The beauty of the lake and the attraction of mountain climbing make Lake Louise a place of international interest.

### NATURAL RESOURCES

#### COAL—

There has been coal in Alberta for ages, but its great development has taken place inside the last twenty years. There are now nearly 300 mines in operation in the Province producing 7,000,000 tons annually and employing 9,000 persons. Come and see Alberta's coal industry.

#### GAS AND OIL—

Alberta takes first rank in Canada in the production of gas and oil. In 1927, production had registered the high record of two-thirds of Canada's total. Come to Medicine Hat, Redcliff, Turner Valley, Bow Island, Foremost, Viking, Wainwright, Skiff, Barnwell and Ribstone districts and view the wonderful gas and oil fields.

#### TIMBER—

Over 60,000 square miles of merchantable timber, and 12,000,000 acres of forest reserves, as well as great pulpwood resources, are found in Alberta. There are nearly 50 sawmills operating in the Province. Come and see Alberta's lumber mills at work.

#### FISHERIES—

In many of the mountain-fed streams on the eastern watershed of the Rockies, the sportsman-angler can find some of the finest trout fishing on the continent. Commercial fisheries in Alberta lakes produce approximately \$750,000 annually.

#### CLAYS—

Medicine Hat and other points have valuable clay product industries with extensive deposits of clay and shales for ceramic products. Value of the manufactured products exceeds \$1,500,000 annually.

#### OTHER NATURAL RESOURCES—

Some 15,000 square miles of tar sands and large deposits of salt, building stone, gypsum, mica, talc, limestone, ochre and bentonite offer great possibilities for development.

### *Jasper*

Jasper has literally "grown overnight." Situated nearly 240 miles west of Edmonton on the main line of the Canadian National Railway, it has already become known to tourists for its unsurpassed beauty and many attractions. It embraces a rich variety of river, lake, forest and mountain scenery, and is the largest national park in the world.

### *Waterton Lakes Park*

Waterton Lakes Park is in reality a continuation of Glacier National Park of Montana. It is reached by motor from Macleod or Lethbridge via Cardston or south from Pincher Creek, and is easily accessible from Yellowstone Park. The Great Northern Railway has established a large hotel at Waterton. There are many tourist attractions including boating and fishing.

Alberta, Canada, invites you to climb its mountains, fish, boat and bathe in its lakes and rivers, motor on its highways and view the world's best wheatlands. Alberta also offers unequalled opportunities to the investor to participate in the development of her wonderful resources. Alberta offers today the most attractive field for industrial development in Western Canada.

*For Further Information, Write:—*

PUBLICITY BRANCH, GOVERNMENT OF THE PROVINCE OF ALBERTA

Edmonton

Alberta, Canada

## Land Settlement

The Canadian National Land Settlement Association, in conjunction with the Canadian National Colonization Department, gives to incoming settlers information, advice and aid in selecting desirable farm locations. They endeavor to stimulate land settlement along the lines of Canadian National Railways and to colonize vacant agricultural lands adjacent to these lines and throughout the Western Provinces generally.

This Association, under the direction of Mr. F. J. Freer, maintains an office at Winnipeg, from which the work is directed, and also a Land Settlement Representative in each of the Western Provinces. Each of these Representatives is thoroughly familiar with the various parts of the Province within which he is working.

The prospective settler has, through this free Land Settlement Service, a fund of reliable information at his disposal, which represents a saving in time and money, in that he can, by making use of this service, be immediately directed to the district in which the land is best suited to his requirements, and where he can become established on a farm at a figure which is within his means.

Some indication of the agricultural development that is taking place in the Province of Alberta, and particularly in the Central and Northern parts of the Province may be gathered

from the following figures: In the breaking season of 1927, over 400,000 acres of new land was broken up in the territory which is tributary to Canadian National lines in Alberta, while in the same period, at least 300,000 acres was cleared of bush and made ready for the plow. All this breaking constitutes immense new wealth to the Province, and this development would not have been possible had not the farmers been able to secure through this Land Settlement Service the class of immigrant capable of doing this type of work. It is safe to say that 75% of this clearing was done by immigrants, and the majority of the immigrants of this year become the settlers of next year.



FARM HOME IN CAMROSE DISTRICT

## Industries

Though industrial development in Alberta has been secondary to that of agriculture, up to the present, it gives promise of being much more rapid in the future, as the natural resources become opened up, and further capital is invested. There are, however, many very important industries established in the Province. At Edmonton, the capital, there are large packing plants, garment works, biscuit factory, flour mills, box factory, lumber mill, sash and door factories, bottling works, coal mines, etc. At Calgary there are packing plants, large flour mills, oil refinery, C.P.R.

railway shops (which are the largest repair shops in Canada), auto assembly plant, soap works, saddlery and leather goods, brick yards, etc. At Lethbridge are flour mills, macaroni factory, oil refinery, coal mines, etc. At Medicine Hat are brick works, pottery plants, glass works, linseed mills, large flour mills, etc. At Raymond, near Lethbridge, is a million dollar sugar plant in operation, producing nearly ten million pounds of sugar annually from sugar beets. The annual payroll in industry in the Province is over \$60,000,000, including coal mines.

## Natural Resources of Alberta

The wealth of Alberta's natural resources is only now beginning to be realized. Not alone is the future greatness of the Province in agriculture; for under the soil that produces the fine crops and in the mountain passes and the vast hinterland still scarcely known, lies hidden untold wealth in minerals.

**COAL**—The most extensive and important of Alberta's resources is coal. Alberta stands first among the provinces in the Dominion in its coal area and in production. Until recently the chief value of this

resource has been the satisfying of local fuel demand. During the past year or two considerable expansion has taken place in supplying the other prairie provinces and this year a new market has been opened up in Ontario.

Alberta's total coal reserve is estimated at 1,059,000 million tons, a sufficient reserve to last the whole of Canada for many generations. This reserve of Alberta's comprises 14 per cent of the entire world's coal reserves, 72 per cent of British reserves, and 87 per cent of Canada's reserves.



There is \$55,000,000 already invested in coal mines in Alberta, which in 1927 produced 6,936,780 tons and could produce twice as much with very little further investment. There are about 300 mines in operation, with a maximum of 12,000 employed.

#### NATURAL GAS

Vast reservoirs of natural gas exist in the Province, and this utility is now being used in the homes of four cities and several towns.

The gas is used extensively for industrial purposes at Medicine Hat.

#### OIL

Alberta leads in the production of oil in Canada, although commercial production is only of comparatively recent development.

The most famous oil well is in the Turner Valley Field, 45 miles south-west of Calgary. This well has been producing for nearly two years and its flow of almost pure gasoline has been increasing steadily.

#### TAR SANDS

There is an estimated area of tar sands existing north-east of Edmonton, some 350 miles along the Athabasca River. The sands contain about 18 per cent bitumen. The estimated area of these sands is 15,000 square miles.

#### TIMBER

This is an important resource in Alberta, although not developed to any very large extent at present,



PICTURE OF MODERN MINE

owing to the fact that transportation facilities are not yet available to the huge timber limits of the northern parts of the Province. It is estimated by government authorities that Alberta has an area of more than 60,000 square miles of merchantable timber, and there are also some 12,000,000 acres of forest reserves. The sawmill timber available is estimated at 16,000 million board feet, and the pulp wood material at 270,000,000 cords. Several large timber concerns are already established in the Province.

Other resources include clay products, salt, bentonite and building stone.

## Armitage--McBain Lumber Company Limited

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PHONE 5236

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Fir Veneer, Brick, Tile, Lime  
Cement, Plaster

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Requirements*

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*in*  
*Sunny Southern Alberta*

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RAILWAYS IN GOOD ESTABLISHED  
DISTRICTS

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*Improved and Unimproved*  
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Settler pays down only 7% of purchase price,  
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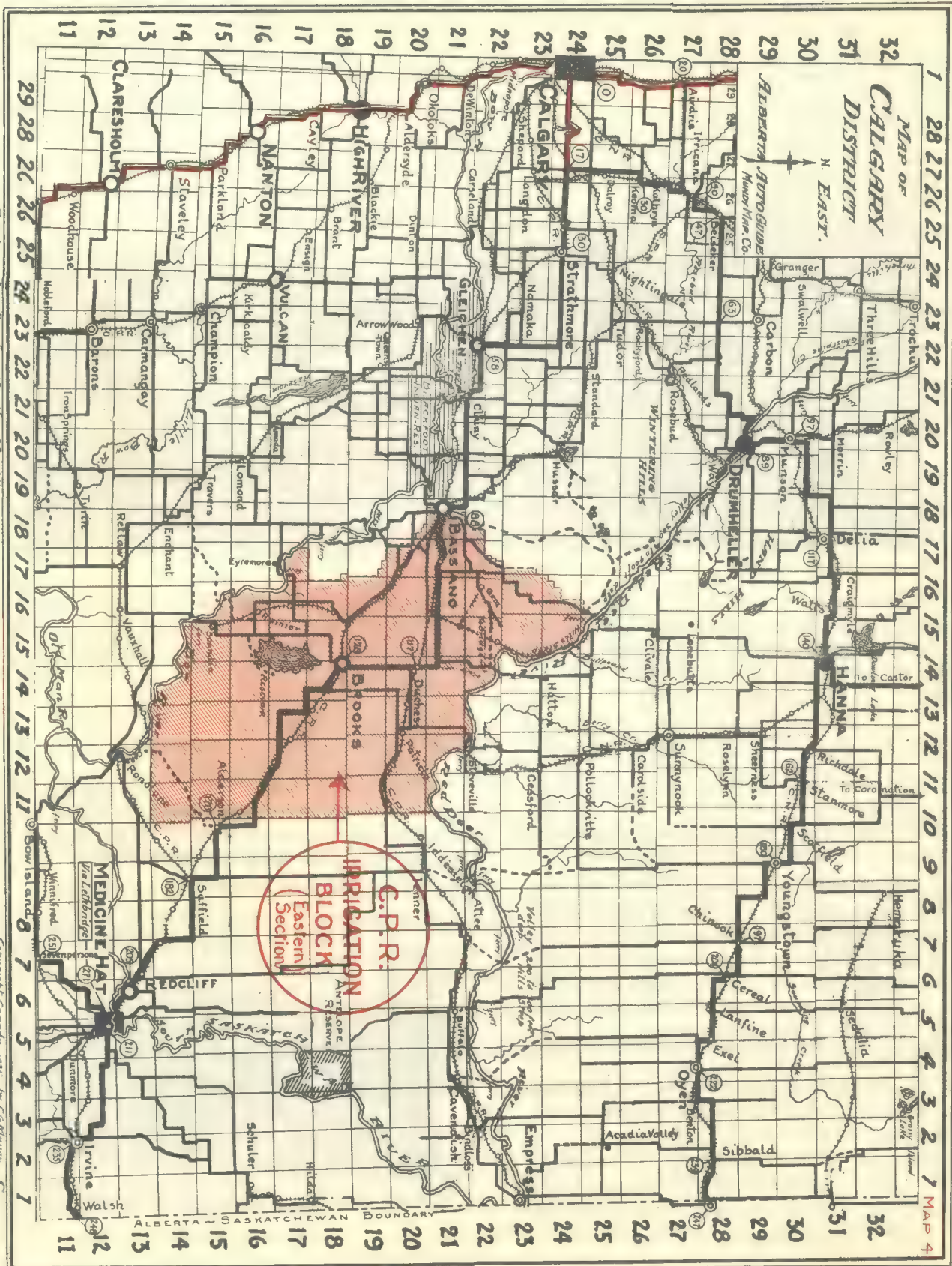
THE  
CANADIAN PACIFIC RAILWAY COMPANY  
Department of Natural Resources  
Calgary - Alberta



**NORTH STAR OIL & REFINING COMPANY LIMITED**



SEE MAP 3



Scale 1 inch = 1 mile

SEE MAP 5

Copyright Canada 1925 by Cartigny, C.





THE E. P. RANCH

The attractiveness of ranch life in Alberta led His Royal Highness the Prince of Wales to purchase one of the old-time ranches in the foothills, and on this ranch is now being raised some of the pure-bred stock in which the Royal Family has always taken such a keen interest. It is situated about 30 miles south of Calgary. Follow the road to High River thence west to the ranch.

## *Irrigation Farming*

Irrigation enterprises in the dry land areas of southern Alberta began first in 1902 when irrigation water was brought to farming districts in the vicinity of Lethbridge, Coaldale, Magrath and Raymond.

The area of land now owned by the irrigation companies of southern Alberta makes up a total of over three million acres, of which one-third is actually irrigable land. The main tracts are operated by the Canadian Pacific Railway Company, also an area of 220,000 acres of which 105,000 acres are irrigable are operated by the Lethbridge Northern Irrigation Company.

The benefits of irrigation have been well demonstrated in southern Alberta. Besides making it possible to grow heavier and better crops than are grown on unirrigated land the supply of moisture makes it possible to grow a greater variety of crops. On dry land grain is the characteristic crop. Under irrigation heavy crops of forage, especially alfalfa, and roots are

grown which make profitable stock-raising and stock-feeding possible. The water insures heavy crops of all kinds and the feeding of live stock insures large returns per acre from land, conserves fertility and makes home-building permanent.

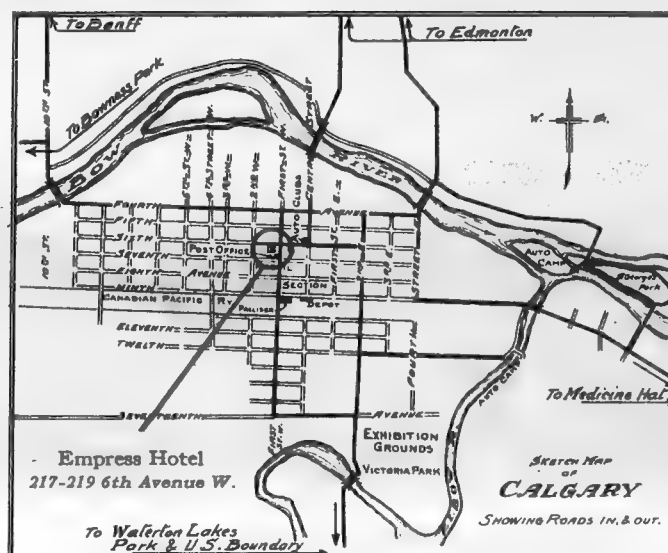


IRRIGATION FARMER'S HOME

# EMPRESS HOTEL—First Class Grill

## Calgary

The City came into being over fifty years ago when the Royal North West Mounted Police established their fort. Today the city has a population of about 75,000. There are 140 Industrial Establishments and 175 Wholesale Houses. The residential sections are located on the heights along the Bow and Elbow Rivers. One of the biggest pleasure attractions of Calgary during the summer is its Annual Exhibition.



## Calgary to Banff

Only a distance of 85 miles, over a splendid road, through Cochrane, Stony Indian Reserve, and past the little mining town of Canmore with the "Hoodooos." These are queer eroded pillars, which take strange shape, and are regarded by the Indians with much superstition. A few miles further on is Anthracite Hill, and from the top there is a splendid view of the whole district. Less than two miles away is Banff, nestling in the Valley of the Bow and surrounded on all sides by lofty mountains.

Automobile trips around Calgary might include the following:—

1. A trip around the hills surrounding Calgary from which splendid views of the Rocky Mountains can be obtained and the Provincial Institute of Technology and Art and Normal School can be seen on this trip.
2. A trip to Bowness Park where there is boating, swimming and other amusements for both adults and children. Bowness Park is about 8 miles from the City so that it means a total drive of 16 miles.
3. A trip around the east end of the City for those interested in industrial plants. The Ogden Shops employ about 1,100 men; large Imperial Oil Refinery; P. Burns Packing Plant; and Canadian Government elevator with capacity of 2,500,000 bushels.
4. Trip to the southwestern part of the City, which would include Central Park, Municipal Golf Links, Mount Royal and Elbow Park districts and a little beyond the city limits the Calgary Golf and Country Club.

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DRY CLEANERS

CALGARY



THRESHING IN THE SHADOW OF THE ROCKIES

## Scenery for the Tourist

The Province of Alberta is particularly fortunate in the possession of some of the most famous mountain scenery in the world. The Canadian Rockies, which form the western boundary of Alberta, contain a wealth of mountain beauty unequalled anywhere, and sought by tourists of all nationalities. No section of the continent, in fact, has more to offer the tourist.

### Parks

The three great mountain parks in Alberta are the Waterton Lakes Park, on the International Boundary in the southwestern part of the Province, the Banff National Park, and Jasper Park, west of Edmonton.

**Waterton Lakes Park** is in reality a continuation of the Glacier National Park of Montana, and is equally attractive. It contains 270,720 acres and has excellent fishing and boating. The Great Northern Railway has established a large tourist hotel at Waterton.

**Banff National Park** includes two of the most interesting and beautiful spots in the world, namely Banff and Lake Louise. The accommodation for tourists at Banff is excellent. There are most attractive camping grounds, a number of good hotels and the palatial Banff Springs Hotel. There are also hot springs of high restorative value for invalids.

At Lake Louise "The Jewel of the Canadian Rockies," there is the handsome and commodious Chateau, operated by the Canadian Pacific.

**Jasper National Park** is 240 miles west of Edmonton on the main line of the Canadian National Railway. It is the largest National Park in the world, and is intersected by hundreds of miles of trails and motor roads. A wondrous combination of beauty exists in this section of the Canadian Rockies. The historic Athabasca River winds its way through a broad and beautiful valley. Gorges and waterfalls, glacier and pine forest, each add their appeal, while noble snow-clad peaks, many of them still unconquered, offer their challenge to man. There are two mountains over 12,000 feet, twelve over 11,000 feet, and hundreds of mountain peaks, few of which are under 8,000 feet.

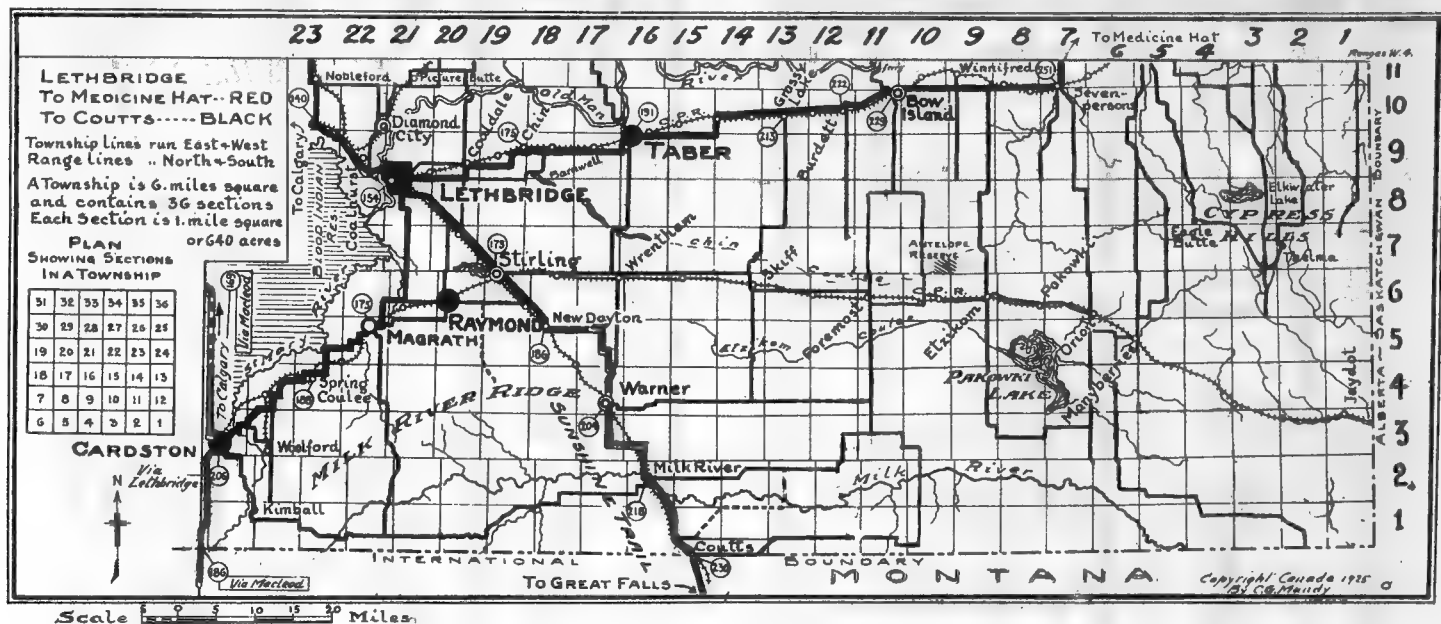
In the midst of this grandeur is Jasper Park Lodge, ideally situated on the shore of Lac Beauvert, with accommodation for over 500 guests. Grouped around the main lodge, which is a model of rustic architecture, built entirely of peeled logs and native boulders, are a number of lodges, varying in size from one to twelve rooms, where visitors may have the privacy of their own homes with all the conveniences of modern hotel service. All meals are served in the dining room of the main lodge.

Recreations include swimming, climbing, riding, hiking, boating, dancing, tennis and golf on a first-class course, amid magnificent surroundings.

Other parks in Alberta include the famous Buffalo Park at Wainwright, east of Edmonton, on the Canadian National Railway, where the great herd of 7,000 head of buffalo is kept; Elk Island Park, 35 miles east of Edmonton, and the antelope preserve in southern Alberta.



## Empress Hotel, Calgary—A Moderate Priced Hotel



### Alberta Prize Winners

Alberta has led the world in seed grain at many exhibitions. One glance at the map at the back of the book shows the distribution of Prize winners at the Chicago and Toronto Exhibitions.

The world's championships in both wheat and oats were won at the Chicago International Hay and

Grain Show in 1926, by grain grown on the farm of Herman Trelle at Wembley in the Peace River district. Mr. Trelle again won the championship for oats and reserve championship for wheat in 1927.

In livestock also, the Province has prominent places in the prize lists of the large exhibitions.

### Warning to Campers

A little care in selecting a suitable place for your fire and in extinguishing it after you have finished with it will prevent any chance of danger afterwards to yourself, to others, or to the forest.

Do not build a big fire when a small one will do. A big fire is harder to put out and is more dangerous.

Do not build your fire under overhanging spruce trees or against rotten logs, or in long grass or moss, or in any place where it is liable to smoulder after you are gone.

Extinguish your cigars, cigarettes, matches, and the ashes from your pipe before throwing them away.

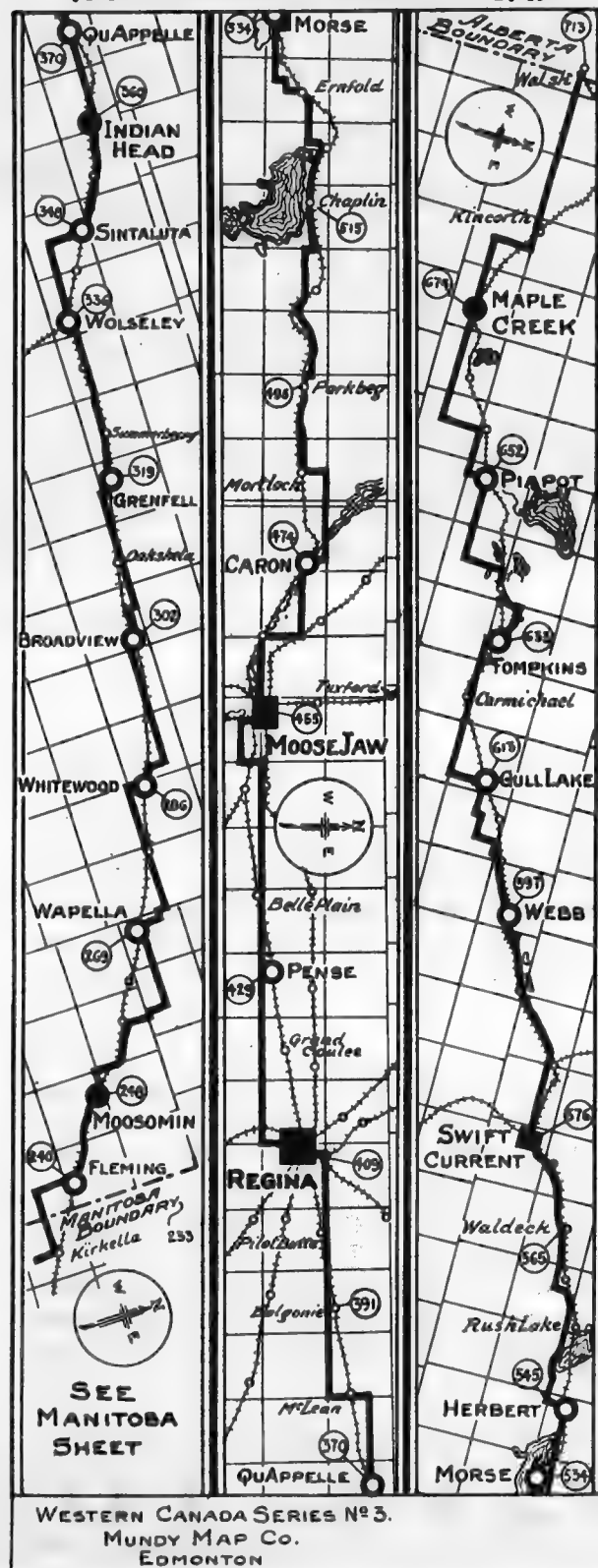
All these points are enforceable by law, and neglect or refusal to comply with them is punishable by fine and imprisonment.

More fires are due to CARELESSNESS than to any other cause, and millions of dollars are lost annually thereby.

**Be sure Your Fire is OUT for  
 You are Responsible**

# SAVE THE FORESTS

FLEMING TO WALSH  
**SASKATCHEWAN MAP**



## The Peace River District

From Grande Prairie westward and north-westerly there is typical parkland for a block, 25 miles wide and 75 miles long. To the south and east it is more rolling country with fairly dense growth of bush.

Near Pouce Coupe the country is quite rolling and covered with a fairly heavy growth of timber. North-westward from the Pouce Coupe district is another stretch of land, semi-open, which is very fertile, but more broken by coulees than the Grande Prairie district. This type of country extends in a strip some 26 miles wide northward to the Peace River.

Another area of excellent farm land is found in what is known as the Spirit River district, and north from this, crossing the Peace River, one enters a great parkland area lying on the north bank of the Peace. The most open land in this territory is that which is known as the Waterhole district.

One or two new settlements have been started, the chief one being the Battle River Prairie which is



TOWN OF CLAIRMONT

50 miles north of the village of Grimshaw. New settlement is pressing steadily north and west from Pouce Coupe and Rolla to Fort St. John.

High Prairie, Falher, Grimshaw, Sexsmith, Whitelaw, Berwyn, Wembley and Beaverlodge are all centres of productive agricultural districts and offer many opportunities for settlement. Information as to free homestead lands may be secured from the Dominion Lands Agents at Grande Prairie and Peace River. Active Boards of Trade have been established in a number of the growing towns, and will be glad to assist prospective settlers in finding suitable locations either on farms or in other lines of business.

### Water

In the early days of the Grande Prairie and Peace River districts it was thought impossible to get water in many districts. However, with the use of well drilling

machinery several good wells have been brought in during the past two years in these districts. There are however scattered districts where the settlers are forced to use ponds or "dugouts" for their stock with a filter between these and the well where they obtain their water for household use.

### Soil

Generally speaking the soil is a black to chocolate loam of good depth, and underlaid with a good clay subsoil.

### Roads

Great progress has been made in the Peace River country in the construction of roads and it is possible to motor in comfort over all the settled districts.

### Settlers

The English-speaking settler predominates, but throughout the territory there are a number of Scandinavian, French, German and German American settlers. There is also a small Ruthenian settlement around Roycroft.

### Settlement Opportunities

There are large areas of land open for homestead entry within a reasonable distance of railway transportation which is covered with a fairly dense growth of light bush that could be cleared quite easily.

### General

Educational facilities have kept pace with the general development, the various religious denominations have provided many splendid churches. Hospitals are located at six different points and the medical profession is represented in every village and town of any importance. Telephone service has been installed throughout the country and practically every district has telephone connection with its trading centre. Many beautiful homes are being built by the well established settlers.

### Wheat Yield

Last year 50 bushels of wheat per acre was quite common, while a number of yields of 60 or over were reported. At most of the important centres there are four or five elevators. Last year a large amount of new land was brought under cultivation which will give approximately 20% increase in the acreage for crop this year.



## Big Game Hunting

Practically all the varieties of big game animals native to Western Canada, except buffalo and antelope, are found in the mountain parts of Alberta between the International Boundary and the headwaters of the Smoky River, approximately Township 60. Different kinds, however, predominate in different sections. Mountain sheep and mountain goat are found in the neighborhood of Pincher Creek, Banff and Jasper. Banff and Jasper being in the Dominion parks, hunting around these points is prohibited, but hunting parties

start from these places for hunting grounds beyond the park boundaries. Deer are plentiful along the foothills from the International Boundary to the headwaters of the Athabasca River. Moose are found in the same section as deer, but are more plentiful in the heavily wooded lands of the central and north central parts of the Province. The moose country spreads both north-east and north-west from Edmonton. Caribou are found in the mountain areas north of Jasper Park and generally north of the Athabasca River.

## Holiday Trips Through Canada's ~ ~ Northwestern Waterways



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2. From Peace River to Hudson's Hope, B. C. on S. S. "D. A. Thomas," round trip 490 miles.
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4. From Waterways to Fort Smith, N.W.T., round trip 616 miles on S. S. "Athabasca River."

Round trips 2, 3 and 4 can be made in ten days from Edmonton. The journey is made in absolute comfort in commodious and up-to-date steamers.

Intending settlers may make use of this service as the steamers stop at any point along the route.

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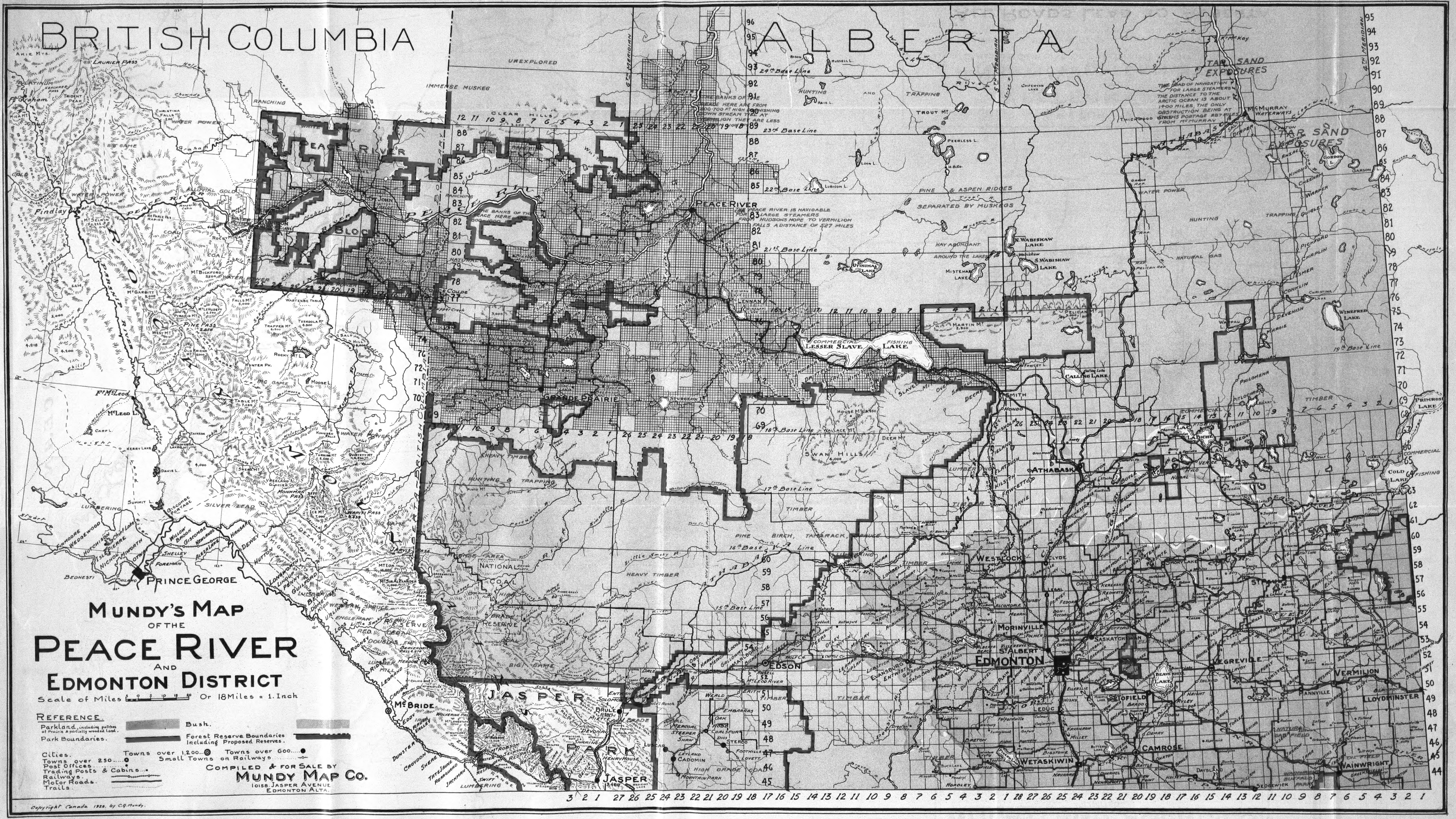
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WESTERN CANADA  
AND  
NORTH WESTERN STATES**  
SHOWING SOME OF THE MAIN MOTOR HIGHWAYS.

LOCATION OF ALBERTA'S PRIZEWINNERS IN GRAIN & LIVESTOCK  
AT THE CHICAGO & TORONTO EXHIBITIONS SHOWN THUS ○

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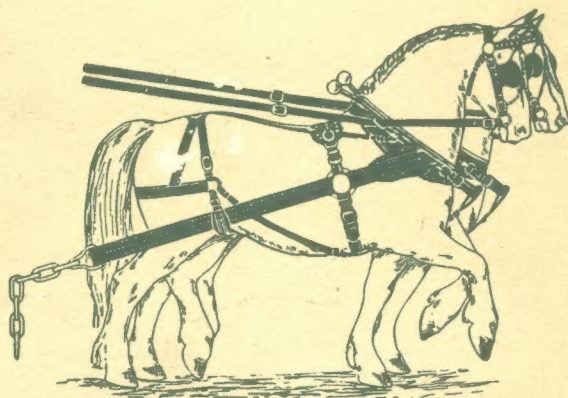
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